

Message Text

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PAGE 01 MADRID 07547 301546Z

47

ACTION EUR-12

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R 301140Z OCT 75
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AMCONSUL BARCELONA
AMCONSUL BILBAO
AMCONSUL SEVILLA

UNCLAS MADRID 7547

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJECT: CATALOG EXHIBITION: AIR AND WATER POLLUTION CONTROL

REF: MADRID 6056, 4298, 2640, USDOC 6498

1. SUMMARY REPORT OF SUBJECT CATALOG SHOW FOLLOWS. NAME - UNITED STATES CATALOG EXHIBITION OF AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT. HELD AT PRIMER CONGRESO IBEROAMERICANO DEL MEDIO AMBIENTE (FIRST IBEROAMERICAN CONGRESS ON THE ENVIRONMENT), MADRID, OCT. 13-18, 1975.

2. STATISTICS:

- A. NO. OF AMERICAN FIRMS EXHIBITING - 113.
- B. NUMBER OF VISITORS - REGISTERED 56, TOTAL 250.
- C. TRADE INQUIRIES DEVELOPED - 1000.
- D. ALL EXHIBITING FIRMS RECEIVED INQUIRIES (113).
- E. ONE VISITOR PLACED IMMEDIATE TELEGRAPHIC ORDER WITH EXHIBITING FIRM FOR \$150,000 WORTH OF EQUIPMENT.

3. CATALOG SHOW EXCEEDED ALL EXPECTATIONS AND WAS ESPECIALLY REWARDING IN TERMS OF TRADE INQUIRIES GENERATED AND FURTHER DEMONSTRATION OF RAPIDLY GROWING INTEREST IN THIS TARGET INDUSTRY. BASED ON SOLID RESULTS OF THIS SHOW, EMBASSY IS PLANNING FURTHER PROMOTIONAL ACTIVITIES THIS SUBJECT WITH TYPE IV SHOW THEME BEING DEVELOPED FOR FY 1977.

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4. EMBASSY WISHES TO ESPECIALLY THANK ITR ALBERTO GUTIERREZ FOR HIS INDISPENSABLE TECHNICAL ASSISTANCE. EXHIBITS SUCCESS WAS IN LARGE PART DUE TO HIS ABILITY TO DISCUSS SPECIFIC TOPICS WITH VISITORS AND HIS MOST INFORMATIVE TALK ON MUNICIPAL WASTE WATER TREATMENT IN THE US GIVEN TO SOME TWENTY ENVIRONMENTAL EXPERTS ATTENDING THE CONGRESS.

5. EMBASSY SUGGESTS FOLLOWING IMPROVEMENTS FOR CATALOG SHOWS:

A. EXHIBITORS MUST SUPPLY ADEQUATELY PREPARED CATALOGS WITH ATTRACTIVE, DURABLE COVERS. FOR THIS EXHIBIT, EMBASSY HAD TO MAKE SUITABLE COVERS FOR SOME 60 EXHIBITORS' CATALOGS. B. COMMERCE SHOULD OBTAIN GENERAL INFORMATION FROM OTHER US GOVERNMENT AGENCIES TO HAVE ON HAND AT CATALOG SHOWS, E.G. POLLUTION CONTROL - EPA, FOOD PROCESSING EQUIPMENT - FDA, LABORATORY INSTRUMENTS - BUREAU OF STANDARDS. STABLER

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